

A STUDY ON THE PRODUCTION AND MARKETING OF HORTICULTURE CROPS IN NAGAPATTINAM DISTRICT – TAMIL NADU

S. Savitha^{1*} and Dr. A. Navinkumar²

¹ Ph.D., (Full-Time) Research Scholar, Dept., of Economics, Poompuhar College (Autonomous),
Melaiyur.

² Assistant Professor & Research Advisor, Dept., of Economics, Poompuhar College (Autonomous),
Melaiyur.

ARTICLE INFO

Article History:

Received: 27 Feb 2018;

Received in revised form:

02 Mar 2018;

Accepted: 02 Mar 2018;

Published online: 10 Mar 2018.

Key words:

Agriculture,
Agricultural Development,
Crop Cultivation,
Horticulture,
Marketing Cost,
Marketing Efficiency of
Horticulture Product.

ABSTRACT

Agriculture is the backbone of our Indian economy. Agricultural development is a precondition of our national prosperity. It is the main source of earning livelihood of the people. Nearly, two-thirds of its population depends directly on agriculture. Agriculture provides direct employment to 70 per cent of working people in the country. It is the main stay of India's economy. So, it is very important to study about various aspects of horticultural crops cultivation. Horticultural crops cultivation is to improve the standard of living and the capacity of people to spend for food, housing, clothing, education, medicine and the other amenities of life. In Tamil Nadu, Nagapattinam district is one of the major area that produce and sell the horticulture products among other horticulture crop producing states in India. The review of various studies shows that earning potential in crop cultivation is high. But, the growers are not interested in cultivating the crops as they face a large number of marketing problem. In order to understand and analyze these problem, this study examines the production and marketing practices of horticulture crops growers, marketing cost, margin, price spread and marketing efficiency of horticulture products in Nagapattinam district.

Copyright © 2018 IJASRD. This is an open access article distributed under the Creative Common Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Cite this article as: Savitha, S., & Navinkumar, A., "A Study on the Production and Marketing of Horticulture Crops in Nagapattinam District – Tamil Nadu". *International Journal of Advanced Scientific Research & Development (IJASRD)*, 05 (02/I), 2018, pp. 62 – 66. <https://doi.org/10.26836/ijasrd/2018/v5/i2/50210>.

* **Corresponding Author:** S. Savitha, ssavithaa1980@gmail.com

INTRODUCTION

India is an agricultural country. Agriculture plays vital role in the Indian economy. In spite of economic development and industrialization, agriculture is the backbone of the Indian economy. As Mahatma Gandhi said, “India lives in villages and agriculture is the soul of Indian economy”. Over 70 per cent of the rural households depend on agriculture as their principal means of livelihood. Agriculture is the main stay of India’s economy. According to Economic Survey 2012-2013, share of agriculture and allied sectors to Gross Domestic Production (GDP), and it is single largest contributor during 2011-2012 is about 14.1 per cent at 2004-2005 prices and provides direct employment to 58.2 per cent of working people in the country. Agricultural exports constitute one fifth of total export of the country.

Many Indian policy makers today realize that the horticulture development has increased employment and foreign exchanges for the country. This realization is evident from the budgetary support that the horticulture department received, which was a meager Rs.5 lakhs only in the fourth five-year plan, but in the seventh five-year plan, the same amount rose to Rs.24 crores. In terms of horticulture crop production.

Horticulture is a wide field which includes a great variety and diversity of crops. The science of horticulture can be divided into several branches depending upon the crops it deals with. The branches of horticulture are,

- (a) **Pomology** – study of fruit crops.
- (b) **Olericulture** – cultivation of vegetables.
- (c) **Floriculture** – cultivation of flower crops.
- (d) **Plantation crops** – cultivation of horticulture, areca nut, rubber, coffee, tea.
- (e) **Spices crops** – cultivation of cardamom, pepper, nutmeg etc.
- (f) **Medicinal and aromatic crops** – cultivation of medicinal and aromatic crops.
- (g) **Post-harvest Technology** – deals with post-harvest handing, grading, packaging, storage processing, value addition, marketing etc., of horticulture crops.
- (h) **Plant propagation** – deals with multiply by breeding of plants.

1.1 Channels of Marketing

Agricultural commodities move in the marketing chain through different channels. The marketing channels are distinguished from each other on the basis of market functionaries involved in carrying the produce from the farmers to the ultimate consumers. The length of the marketing channel depends on the size of market, nature of the commodity and the pattern of demand at the consumer level. The marketing channels for agricultural commodities in general can be divided into four broad groups as:

- (a) Direct to consumer;
- (b) Through wholesalers and retailers;
- (c) Through public agencies or cooperatives; and
- (d) Through processors.

1.2 Need for the Study

Horticultural crops cultivation is to improve the standard of living and the capacity of people to spend for food, housing, clothing, education, medicine and the other amenities of life. Marketing costs are needed in the flow of goods from producers to consumers. They affect the prices of goods at the producers' and the consumers' level. Reduced marketing costs increase the farmers' earnings, indicating the marketing efficiency of the farmer. It is important to distinguish between the income from the usual marketing channel and from alternative marketing channels. By selling two different kinds of products to different kinds of intermediaries, farmers got different prices. Therefore, the researcher has conducted a scientific study on horticultural crops in marketing and it's significant in the study area.

1.3 Statement of the Problem

Production and marketing of horticulture produce are interdependent to each other. Products have no value unless they are converted into a consumable form and reach the ultimate consumer at his convenience. Marketing is a process which transfers produces to the hand of consumer. Marketing is essential for farmers unless they will produce the crops which are needed to sustain life. Thus, marketing facilities have provided an opportunity for farmers to review their production system and adjust themselves in those enterprises which offer the best return. The production and marketing of horticulture have generated income and employment to a sizeable of the population in Nagapattinam district in Tamil Nadu.

This study attempts to analyses the different situations of marketable surplus of horticultural crops and how the farmers in terms of channel, price, time pattern of sales. In addition to that it attempts to study the character of marketing practices and channels involved in marketing of horticultural crops, to estimate the marketing cost, margins and price spread in different channels and to find out constraints experienced in the post-harvest period.

1.4 Objectives of the Study

The objectives of the present study are as follows:

- To know the Socio-Economic Background of Horticulturists in study area.
- To evaluate the Production of horticulture crops in the study area.
- To examine the Marketing of horticultural products in study area.
- To identify the production and marketing problems faced by Horticulturists
- To offer suitable suggestions to overcome the problems.

1.5 Hypotheses

The following null hypotheses have been formulated to analyze the opinion of the horticulturists on the problems in the horticultural Production and Marketing of in Nagapattinam district and have been analyzed with the help of Chi-square Test and Friedman's.

- **H_{0a}:** There is no significant association between the Type of farmers and factors relating to marketing of products.

- **H_{0b}:** There is no significant association between the Type of horticulture have produces and factors relating to marketing of products.
- **H_{0c}:** There is no significant association between the Horticulture produced and factors relating to marketing of products.

METHODOLOGY OF THE STUDY

The present study is intended to highlight the marketing of horticultural products in the Nagapattinam district. The study also aims at exploring the opinion of horticulturists on the performance of the sample growers of horticultural products and the problems faced by horticulturists on the production and marketing of problems of horticultural crops.

2.1 Period of the Study

For analyzing of socio-economic background of horticulturists and horticultural Production and Marketing of problems, the period of ten financial years from 2003-2004 to 2013-2014 have been taken from the published secondary data. The need for the crop insurance was felt by the farming community much more during these period than before. Hence, the study period selected has practical significance for the study. The primary data are being collected in the year 2016.

2.2 Limitations of the Study

The present study covers only fifteen villages of six community development blocks in the Nagapattinam district and further data collected from 370 respondents' household. The findings of the study are relevant and applicable to those geographical areas which are having same marketing practices and agronomy conditions. Therefore, generalization of finding should be made with care because marketing practices differ region to region.

2.3 Organization of the Study

The report of the study is presented in seven chapters, as given below;

- The first chapter namely, "Introduction and Design of the Study" is intended to provide a preliminary idea of the contents of the thesis. It includes introduction, statement of problem, objectives, scope of the study, concepts, operational definitions, methodology, sampling design, construction of interview schedule, collection of data, data processing, area of the study, period of the study, limitations of the study and organization of the study.
- Second chapter is Review of related literature in present the past studies pertaining to the production and marketing of horticultural produce in general.
- Third chapter carries a Profile of the study area and "Analysis of Socio-economic Characteristics of horticulturist" of the select sample respondents.
- Fourth chapter deals with evaluate the Production of horticulture crops in the study area.
- Fifth chapter deals with examine the Marketing of horticultural products in study area.
- Six chapter analyses identification of the problems faced by Horticulturists in study area.

- Seventh chapter covers the findings of the study and suitable suggestions offered to overcome the problems.

CONCLUSION

Since the study is based on the opinion of sample respondents of Nagapattinam district, the sample is restricted to 370 (Three hundred seventy only) from each block though more than 9179 (Nine thousand one hundred seventy-nine) agriculturists are insured under National Agricultural Insurance Scheme in the district. Also the researcher could collect information from the agriculturist by oral interview only. Further, the findings of the study relating to the implementation of National Agricultural Insurance Scheme in Tamil Nadu can be applicable to the paddy growing throughout in the district.

REFERENCES

- [1] Acharya, S.S. and Agarwal, N.L., (2005), “Agricultural Marketing in India”, Oxford and IBH Publishing Company Private Limited, New Delhi.
- [2] Acharya S. K. and Dr. Sharangi A. B. (2009) “Gender issues in Agri-Horti-Enterprises”, Agrotech Publishing, Academy Udaipur.
- [3] Bal, J. S., (2007), “Fruit Growing”, Kalyani Publishers, New Delhi.
- [4] Banerjee, P. K., (1997), “Indian Agriculture Economy – Financing Small Farmers”, Chetra Publishers, New Delhi.
- [5] Department of Agricultural Marketing, (2000), “Agricultural Marketing in Tamil Nadu”, Government of Tamil Nadu, Chennai.
- [6] Desai R.G., (2004), “Economics of Floriculture”, Himalaya Publishing House, India.
- [7] Kumar, R. B., (2013). Crop Insurance – Tribulations and Prospects of Farmers with Reference to Nuzvid, Krishna District, *International Journal of Marketing, Financial Services & Management Research*, 2(9), 171 – 181.
- [8] Naik, H. B., & Thippesh, D., (2014). Fundamentals of Horticulture & Production Technology of Fruit Crops, Retrieved from <http://uahs.in/wp-content/uploads/2014/09/fundamentals-of-horticulture-and-production-technology-of-fruit-crops.pdf>
- [9] Murthu, K. S., & Suresh, G., (2012). Marketing of Grapes in Tamil Nadu: A Case Study of Coimbatore District, *The IUP Journal of Marketing Management*, X (3), 72 – 82. Available at SSRN: <https://ssrn.com/abstract=2089407>